

DISCIPLINE: CRM

Discipline Roadmap for: CRM (Customer Relationship Management)

DOMAIN: Enterprise Applications

| Current | 2 Years | 5 Years | |
|---|---|---|------------------------|
| Baseline Environment Agency Proprietary Systems | Tactical Deployment SAP | Strategic Direction Market Watch | |
| | | Shared | Agency <div>✓</div> |
| Retirement Targets | Mainstream Platforms (must be supported) SAP | | |
| Containment Targets | | Emerging Platforms Market Watch | |
| Implications and Dependencies Pending SCEIS (SAP) human resource and finance implementation. | | | |
| Roadmap Notes | | | |

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■ Discipline Boundaries:

- CRM is a systematic strategy for utilizing customer information and customer contact history to enhance customer experience and influence future behavior. CRM is not solely an information technology solution but an holistic approach to managing customer relations.

■ Discipline Standards:

- There are no CRM standards, per se, so agencies should focus on interoperability and underlying infrastructure standards, e.g. XML and W3C. The market leaders as identified by Gartner's magic quadrant are: IBM Business Consulting Services, Accenture, and Deloitte

■ Migration Considerations:

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■ Exception Considerations:

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■ Miscellaneous Notes:

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■ Established

- September 27, 2006

■ Date Last Updated:

- September 27, 2006

■ Next Review Date:

- September 2007